

1 **MINUTES FOR THE JOINT MEETING OF THE PARKS, PROPERTIES & STREETS**
2 **COMMITTEE, THE MARKETING COMMITTEE, THE FINANCE COMMITTEE AND**
3 **THE SBAA BOARD OF DIRECTORS**
4 **MONDAY, SEPTEMBER 14, 2015**
5 **SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD**

6
7 *The September 14, 2015 joint meeting of the Parks, Properties and Streets Committee, the*
8 *Marketing Committee, and the Finance Committee was called to order by the Parks,*
9 *Properties & Streets Committee Chair Dave Lienau at 3:05 P.M.*

10
11 *Drew Bickford, the President of the SBAA, then called the meeting of the SBAA Board of*
12 *Directors to order, but noted that a quorum of that Board was not present.*

13
14 **Present:** Parks, Properties & Street Committee Chair Dave Lienau and members John
15 Clove, Sharon Doersching and Scott Baker, Finance and Marketing Committee members
16 Kathy Enquist and Pat Duffy, and Marketing Committee member and SBAA Board of
17 Directors President Drew Bickford, as well as SBAA Board members Ron Kane, Denise
18 Bhirdo, Heidi Hitzeman, Larry Gajda, Nora Zacek and SBAA Coordinator Paige
19 Funkhouser.

20
21 **Excused:** Facilities Manager Steve Mann, Marketing and Finance Committee Chair Shane
22 Solomon, and SBAA Board members James Larsen, Windy Bittorf, Tonya Crowell, Casey
23 St. Henry, and Jessica Grasse.

24
25 **Staff Members:** Village Administrator Zeke Jackson, Marketing Director Jason Polecheck
26 and Assistant Administrator Janal Suppanz.

27
28 **Others:** Judith Ross Stevenson, Mary Smythe, Tom Brown, Peter Northard, Chris Risch,
29 Jackson Parr, Kay Halbrook, Pita Katobalavu, Tim Halbrook, Rob Zoschke, Nancy Grube,
30 and two other individuals.

31
32 **Approval of Agenda:**

33 *A motion was made by Duffy, seconded by Doersching that the Agenda for the September*
34 *14, 2015 joint meeting of the Parks, Properties & Streets Committee, the Marketing*
35 *Committee, the Finance Committee and the SBAA Board of Directors be approved as*
36 *presented. Motion carried – All ayes.*

37
38 **Comments, correspondence and concerns from the public:**

39 Lienau asked if anyone wished to address a non-agenda item. No one responded.

40
41 **Business Items:**

42 **Item No. 1. Review of data from the “Midwest Sunsplash” Festival:**

43 Jackson presented data regarding attendance at “Midwest Sunsplash”. Seventy-three
44 general admission pre-sale tickets were sold and sixty-seven general camping pre-sale
45 tickets were sold, while the number of general admission tickets which were sold at the
46 gate was 967. There were also 260 general admission complimentary tickets handed out.
47 Generally speaking “Sunsplash” attendees came from Colorado, Illinois, Ohio, Minnesota,

1 and Wisconsin. The Committee/SBAA Board members then reviewed a Revenues vs.
2 Expenses Report, and Jackson answered all the questions which arose regarding the data
3 on that report. He also presented a graph depicting the revenues which were generated by
4 vendors, sponsorships, alcohol sales and ticket sales. When all was said and done the
5 Village did not realize any profit as a result of conducting "Midwest Sunsplash", but did
6 cover all its expenses. Jackson noted that there were a number of individuals who refused
7 to pay the established admission fee of \$30, and, therefore, admission fees were eventually
8 reduced to \$5 per person.

9
10 The results of a survey which was distributed to business owners was also reviewed.
11 Approximately 100 surveys were mailed out, but only 12 responses were received.

12
13 Lienau asked the SBAA Board members what comments they have heard from the
14 members of the business community, and they responded that a lot of business owners just
15 couldn't understand why "Midwest Sunsplash" was scheduled for mid-August as that is the
16 busiest time of year up here. Most business owners would have preferred to have a special
17 event scheduled during June or September. There were "locals" who did thank Funkhouser
18 for helping to see that an event such as "Midwest Sunsplash" was brought to the Village.

19
20 Bickford noted that on the weekend "Midwest Sunsplash" was conducted sales figures at
21 the store he manages were up 49% over last year.

22
23 Doersching indicated that she has not heard comments that people were opposed to
24 having an event such as "Midwest Sunsplash" conducted in the Village, but did hear a
25 number of people voice objections to the fact that loud outdoor music was allowed to be
26 played until midnight. They also were not pleased that camping was allowed within the
27 Village limits. In addition, a number of people voiced displeasure with the date which was
28 chosen for "Midwest Sunsplash" as occupancy rates are already at 96% during that time
29 period. Doersching suggested that in the future music at any concerts scheduled in the
30 Performance Pavilion be required to cease by 10:00 P.M. She also suggested that
31 whenever large concerts or festivals are conducted in Waterfront Park a tent be erected
32 nearby so that if it does rain or is windy shelter is available for attendees.

33
34 Funkhouser noted that from May through October there are festivals and special events
35 going on throughout Door County. Baileys Harbor and Fish Creek did conduct winter
36 festivals on the same weekend, and both of those events were successful.

37
38 Several of the Committee members indicated that they do not believe it was a wise
39 decision to utilize tokens at "Midwest Sunsplash", and suggested that that practice be
40 eliminated. Polecheck and Jackson acknowledged that some issues did arise when tokens
41 were utilized at Marina Fest, but they did create an avenue for non-profit organizations to
42 realize income as the result of credit card sales. Funkhouser also noted that it made it
43 much easier from a bartender's perspective to not have to deal with cash and making
44 change when it was busy at "Midwest Sunsplash".

45
46 **Item No. 2. Follow-Up Discussion Regarding Midwest Sunsplash; Consider appropriate**
47 **motions for action, if necessary:**

48 *Lienau noted that he is considering reinstating the Waterfront Oversight Committee, and is*
49 *looking for volunteers to serve on that Committee. It would consist of a number of people*

1 *from all walks of life who live or work in the Village, and its members would be charged*
2 *with making recommendations for utilization of the waterfront to the fullest extent. It was*
3 *the consensus that this would be a very good idea.*

4
5 *It was also the consensus that if and when plans are made for future concerts or special*
6 *events which are similar in size to "Midwest Sunsplash", organizers of those events shall*
7 *keep the following facts in mind:*

- 8 • *Two days is too long;*
- 9 • *Amplified outdoor music must cease by 10:00 P.M.;*
- 10 • *Festival or event organizers shall consider booking acts which perform different*
11 *music genres so there is a wider appeal;*
- 12 • *A "shoulder season" date shall be considered;*
- 13 • *Camping shall not be allowed within the Village limits; and,*
- 14 • *Noise limit regulations must be enforced.*

15
16 Lienau then asked if anyone in the audience wished to make a comment which had
17 already not been made at previous meetings regarding "Midwest Sunsplash".

18
19 Rob Zoschke stated that he has expressed interest in serving on a Village Committee or
20 Commission in the past, and would be willing to serve on the Waterfront Oversight
21 Committee. It is his hope as someone who is raising children in Sister Bay that everyone
22 will get past the fact that "Midwest Sunsplash" was very unpopular and "was not the way
23 to go", as the goal should be to plan something that will "keep people here". If that occurs
24 local businesses will grow and flourish. If the point of conducting an event such as
25 "Midwest Sunsplash" was to expose people to the waterfront, Village officials may be
26 "missing the point", as there are already lots of people who utilize those areas.
27 Unfortunately not all of the people who utilize the waterfront frequent any of the
28 restaurants, bars or stores in and around Sister Bay.

29
30 Judith Ross Stevenson stated that she owns a unit at the Yacht Club at Sister Bay. She
31 utilized a decibel meter during "Midwest Sunsplash" and found that fireworks and a wood
32 chipper produced lower levels of sound than the music which was played that weekend. It
33 isn't so bad when loud music is played for a while, but when it goes on for hours it
34 becomes overbearing.

35
36 Nancy Grube indicated that she owns the Bluffside Motel. She heard nothing but good
37 comments about "Midwest Sunsplash", and does not believe allowing camping in the
38 Village limits hurt her business at all. She is fully aware that young people want to have
39 something to do during the evening hours when they're up here, and she would prefer that
40 a two day event be planned. The music which was played during "Midwest Sunsplash" did
41 not bother her and she is "all for it".

42
43 Tim Halbrook indicated that he was a sponsor of "Midwest Sunsplash". He complimented
44 Village officials on constructing the beach and seeing that all the improvements were made
45 in Waterfront Park, and believes there are many more "positives" than "negatives"
46 associated with events such as "Midwest Sunsplash".

1 Mary Smythe of Woodcrest Village asked if anyone has considered sponsoring an “improv”
2 night or karaoke sessions in the Village Hall. She believes events such as that would attract
3 millennials and families with young children, and would be fun for “locals” as well as
4 visitors to the area.

5
6 Kay Halbrook indicated that this is the fourth year that “Midwest Sunspash” was
7 conducted, and thanked Village officials for allowing her and the other organizers of that
8 event to bring it to Sister Bay. It does take a few years to grow an event such as this, and
9 Halbrook believes that will definitely be possible as Sister Bay is “absolutely beautiful”.
10 The organizers of “Midwest Sunsplash” made a concerted effort to bring in volunteers and
11 vendors who met the desired demographic, and would be happy to work with Village
12 officials on any future events which are scheduled. Halbrook pointed out that she is aware
13 that tokens are utilized at a number of other large events, and once people become
14 accustomed to them they do work quite well.

15
16 Pita Katobalavu indicated that he is the lead singer for “Unity”, which was the headliner at
17 “Midwest Sunsplash”. It took a lot of work to bring that event to Sister Bay, but the main
18 goal of all the festival organizers was to help the community and encourage diversity. If
19 Village officials grant permission for “Midwest Sunsplash” to be conducted in Waterfront
20 Park in 2016 Katobalayu would certainly consider booking different bands, and would also
21 be willing to plan some additional festival activities. The members of “Unity” really liked
22 performing on Sister Bay’s stage, and would love to come back.

23
24 **Item No. 3. Discussion regarding matters to be placed on a future agenda or referred to a**
25 **committee, official or employee:**

26 It was the consensus that discussion regarding utilization of tokens at Village sponsored
27 events shall be addressed by the Waterfront Oversight Committee.

28
29 **Adjournment:**

30 *A motion was made by Doersching, seconded by Clove to adjourn the joint meeting of the*
31 *Parks, Properties and Streets Committee, the Marketing Committee, the Finance Committee*
32 *and the SBAA Board of Directors at 5:18 P.M. Motion carried – All ayes.*

33
34 ***Lienau then requested that the members of the Parks Committee reconvene at Waterfront***
35 ***Park in a few minutes to discuss sidewalk and Post Office parking lot improvements.***

36
37 The members of the Parks Committee reconvened at Waterfront Park at 5:30 P.M., and at
38 that time discussion took place regarding expansion of the asphalted parking area at the
39 Post Office, what should be done with the Village’s informational kiosk, and placement of
40 paver sidewalks in Waterfront Park.

41
42 *A motion was made by Lienau, seconded by Doersching that the Village Administrator shall*
43 *see that the parking lot at the Post Office is expanded in accord with the Parks Committee’s*
44 *directives and also modify the sidewalk plan for the Beach Project and surrounding area in*
45 *accord with the Committee’s directives. Further, the kiosk which had been in Waterfront*
46 *Park shall be taken down and placed in storage. Motion carried – All ayes.*

1 **Adjournment:**

2 *A motion was made by Clove, seconded by Doersching to adjourn the meeting of the*
3 *Parks Committee at 5:55 P.M.*

4
5 Respectfully submitted,

6 

7 Janal Suppanz,
8 Assistant Administrator